Maureen Smith

SOCIAL MEDIA & BRAND DESIGNER

CONTACT

MESMITH410@GMAIL.COM
(414) 241-7488
MAUREENSMITH.MYPORTFOLIO.COM

EXPERIENCE

DIRECTOR OF MARKETING

HEARING IN COLOR
2019-PRESENT

Managing marketing team in creating and executing social media and email marketing campaigns in promotion of in-person and virtual events, fundraising efforts, and organizational updates. Working with the Artistic Director in creation of a website, mission statement, and brand identity.

SOCIAL MEDIA MANAGER AND PODCAST PRODUCER

SCAPI MAGAZINE
2017-PRESENT

Managing Facebook, Instagram and Twitter accounts for an online arts magazine and podcast network serving the Chicago area. Creating content and producing podcasts centered around exposing our community to emerging artists, supporting new artistic mediums, and shining light on current cultural issues.

FREELANCE SOCIAL MEDIA AND BRAND CONSULTANT

2013-PRESENT

Consulting on social media campaigns in promotion of concerts, fundraising events, auditions; training interns and volunteers on best practices across social media platforms; consulting on podcast production and creation; working with artists on personal branding.

EDUCATION

PEABODY INSTITUTE OF
THE JOHNS HOPKINS UNIVERSITY

BM Vocal Performance 2008-2012

SKILLS & EXPERTISE

- Graphic Design
- Knowledge of Facebook, Instagram, and Twitter algorithm
- Fluency with Google Suite, Adobe Suite, Wordpress, Squarespace
- Proficient with Mac OS and Windows
- Excellent communication skills
- Audio, photo, and video editing
- Podcast production

REFERENCE

LAROB K. PAYTON
Artistic Director
Hearing in Color
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DANIEL JOHANSON
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Scapi Magazine
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